

THE WHITE HOUSE

WASHINGTON

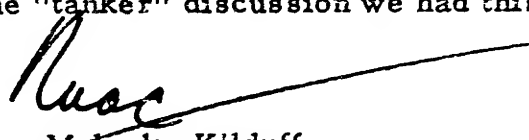
October 25, 1962

MEMORANDUM FOR

McGeorge Bundy

Three points for what they may be worth:

- 1) Regarding Ambassador Stevenson's speech at the United Nations the other night, I feel that instructions should be issued as quickly as possible to all government agencies instructing them that in the preparation of speeches Castro should be referred to as "Castro". "Dr. Castro", the designation continuously used by Ambassador Stevenson, gives him a degree of respectability which is neither warranted nor desirable.
- 2) Ambassador Stevenson's speech at the United Nations also raises another point. That speech clearly failed to differentiate between the Cuban people and the Soviet domination of Cuba. I believe we should, wherever possible, cease from characterizing "Cuba" as the enemy. Cuba and the Cuban people are not targets for American domination. Our objective is clearly the removal of the Communist threat which so happens to find its loci in Cuba. The President emphasized this theme in his speech and I believe it should be followed up more closely.
- 3) After much criticism from home and abroad over our lack of action in Cuba we have now taken a step which is positive and which places us in a position of strength. To retreat from that position -- to any degree -- without meaningful concessions from the other side would, in my opinion, subject us to new criticisms far more damning than those that we have previously heard. I refer, of course, to the "tanker" discussion we had this morning.


Malcolm Kilduff
Assistant Press
Secretary to the
President

(*Mac - I have just for your opinion*)